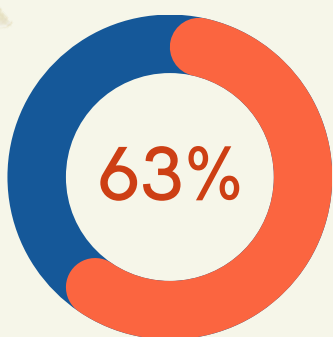


# 2024 CRM Data Management Benchmark Guide

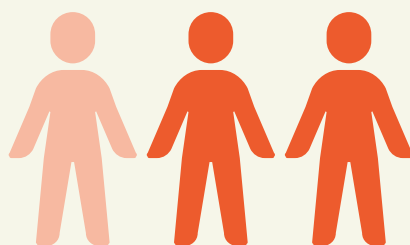
TOP 6 FINDINGS FROM 300+ CRM ADMINS

## Data Quality



63% said data quality is getting more difficult to maintain.

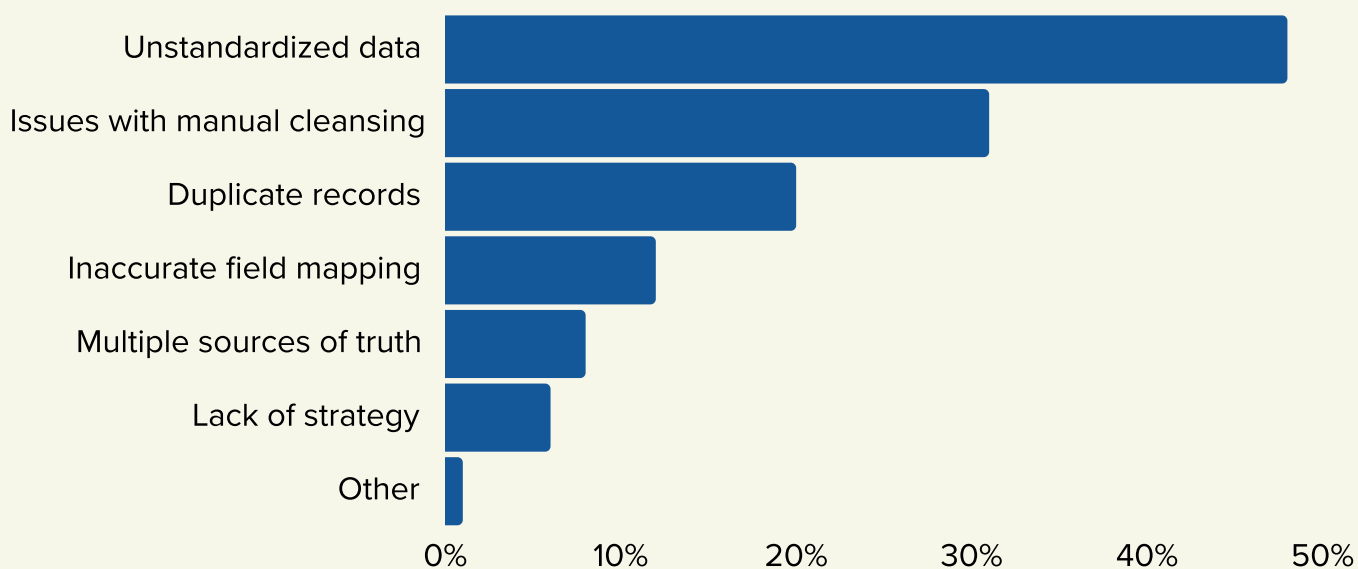
## Artificial Intelligence



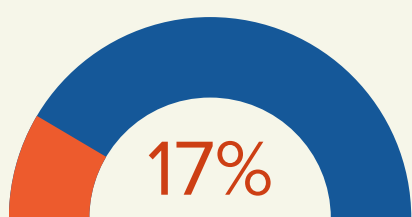
1 in 3 admins are not using AI—and have no plans to.

## DATA MIGRATIONS

What problems do you face when moving data between systems?

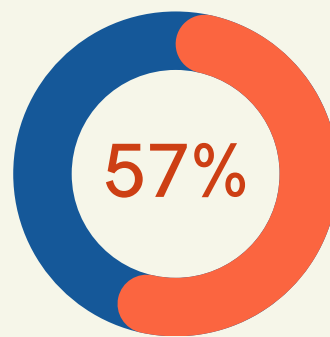


## CRM OWNERSHIP



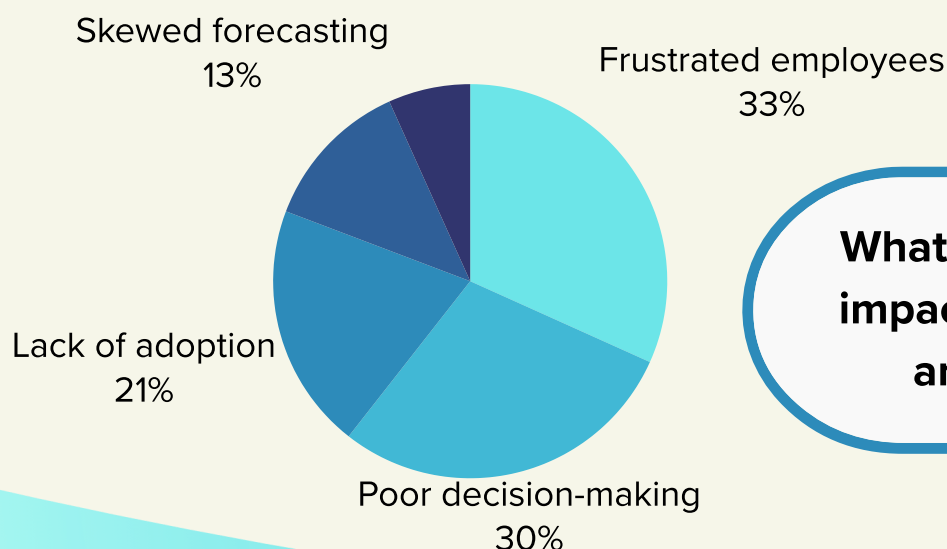
17% said *nobody* is responsible for data management at their organization.

## CRM ADOPTION



The majority (57%) said only 20-50% of their users have fully adopted the CRM.

## CONSEQUENCES OF POOR CRM USABILITY



What's the biggest business impact when you don't have an easy-to-use CRM?

[Read the full report!](#)

